ABSTRACT OF THE DISCLOSURE

A system and method for generating validated extensible content using (i) a ubiquitous portable application as a lightweight data form entry tool, (ii) a business-specific DTD, and (iii) a transformation extensible stylesheet language construct (XSL). In an exemplary use, the system and method is employed to create advertisements for, e.g., a directory. Basic copy information is received in a first database accessible to advertisement salespeople. A second database that is accessible to a graphics artist periodically receives the basic copy information from the first database. The second database is in communication with a graphics workstation, wherein the workstation is operable to (i) access the second database, (ii) launch a first software program, the first software program presenting a form that is displayed on the workstation, wherein the first software program has a native file saving format that is different from a format of an XML file, (iii) at least one of modify selected fields in the form and add data to fields other than the selected fields, (iii) spawn a graphics page using the first software program to display a graphic consistent with the information in form, and (iv) save the information in the form as an XML file.

Document #: 1157576 v.1

26